Attorney Docket No: 9623/418 TRANSMITTAL TRA	_		<u> </u>	•							7	
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE IN THE QUARTED STATES PATENT AND TRADEMARK OFFICE IN THE QUARTER MCElfresh, et al. Appln. 0o.: 09/285,929 Examiner: Sanjiv Shah Art Unit: 2176 FOI: METHOD AND SYSTEM FOR OPTIMUM PLACEMENT OF ADVERTISEMENTS ON A WEB PAGE Attorney Docket No: 9623/418 Atail Stop Issue Fee commissioner for Patents Q. O. 80x 1450 Idexandria, VA 22313-1450 TRANSMITTAL Attached are: Att	in air er 1450. o	velope address	ed to: Mail	Stop Issu	ue Fee, Commissioner fo	r Patents, 7.	O. Box 1450	, Alexandria, V	22	2313-		
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE In re Appin. of: Charles McElfresh, et al. Appin. No.: 09/285,929 Examiner: Sanjiv Shah Art Unit: 2176 For: METHOD AND SYSTEM FOR OPTIMUM PLACEMENT OF ADVERTISEMENTS ON A WEB PAGE Attorney Docket No: 9623/418 Atail Stop Issue Fee Commissioner for Patents 2. O. 80x 1450 Idexandria, VA 22313-1450 TRANSMITTAL Sit: Attached are: Attache	Date: M			Naughton_	Sign	nature:	mes!	Vouge	کلاد	<u></u>		
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PLACEMENT OF ADVERTISEMENTS ON A WEB PAGE Attorney Docket No: 9623/418 Attail Stop Issue Fee commissioner for Patents - 0. Box 1450 Alexandria, VA 22313-1450 TRANSMITTAL Attached are: Transmittal Letter (in duplicate): Fee Transmittal (in duplicate); Submission of Formal Drawings; Formal Drawings (Transmittal Letter (in duplicate): Fee Transmittal (in duplicate); Submission of Formal Drawings; Formal Drawings (Transmittal Letter (in duplicate): Fee Transmittal (in duplicate); Submission of Formal Drawings; Formal Drawings (Transmittal Letter (in duplicate): Fee Transmittal (in duplicate); Submission of Formal Drawings; Formal Drawings (Transmittal Letter (in duplicate): Fee Transmittal (in duplicate); Submission of Formal Drawings; Formal Drawings (Transmittal Letter (in duplicate): Fee Transmittal (in duplicate); Submission of Formal Drawings; Formal Drawings (Transmittal Letter (in duplicate): Fee Transmittal (in duplicate); Submission of Formal Drawings; Formal Drawings (Transmittal Letter (in duplicate): Fee Transmittal (in duplicate); Submission of Formal Drawings; Formal Drawings (Transmittal Letter (in duplicate): Fee Transmittal (in duplicate); Submission of Formal Drawings; Formal Drawings (Transmittal Letter (in duplicate): Fee Transmittal (in duplicate); Submission of Formal Drawings; Formal Drawings (Transmittal Letter (in duplicate): Fee Transmittal (in duplicate); Submission of Formal Drawings; Formal Drawings (Transmittal Letter (in duplicate): Fee Transmittal (in duplicate); Submission of Formal Drawings; Formal Drawings (Transmittal Letter (in duplicate): Fee Transmittal (in duplicate); Submission of Formal Drawings; Formal Drawings (Transmittal Letter (in duplicate): Fee Transmittal (in duplicate); Submission of Formal Drawings; Formal Drawings (Transmittal Letter (in duplicate): Fee Transmittal (in duplicate); Submission of Formal Drawings (Transmittal Letter (in duplicate): Transmittal Letter (in duplicate): Transmittal Letter (in duplicate): Transmittal Letter (in duplicate): Transmitt	Filed	•	April 2	2, 1999	1				it:	2176		
Anial Stop Issue Fee Commissioner for Patents 2. O. Box 1450 Alexandria, VA 22313-1450 TRANSMITTAL Sir: Attached are: Att	For:	PLACEMENT OF ADVERTISEME					A WEB					
TRANSMITTAL Transmittal Letter (in duplicate): Fee Transmittal (in duplicate): Submission of Formal Drawings; Formal Drawings (I's sheets which include Figs. 1-7): \$1409 Check. Return Receipt Postcard Recardulation: No additional fee is required. Small Entity. Recordal of Assignment fee in an amount of \$40. Fees in the amount of \$1409 for the Issue Fee (\$1400) and Extra Copy Fees (\$9). An additional filling fee has been calculated as shown below: Claims Remaining	Attor	ney Docke	t No:	9623	/418							
Transmittal Letter (in duplicate); Fee Transmittal (in duplicate); Submission of Formal Drawings; Formal Drawings (7 sheets which include Figs. 1-7); \$1409 Check. Return Receipt Postcard Recardal fee is required. Small Entity. Recordal of Assignment fee in an amount of \$40. Fees in the amount of \$1409 for the Issue Fee (\$1400) and Extra Copy Fees (\$9). An additional filing fee has been calculated as shown below: Claims Remaining After Amendment Previously Paid For Extra Rate Add'l Fee or Rate Add'l Fee	Comm P. O. I	issioner for Box 1450	Patents)			TRANSMITTAL					
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Total \$ Total \$ Gee payment: A check in the amount of \$1409 is enclosed. Please charge Deposit Account No. 23-1925 in the amount of \$ A copy of this Transmittal is enclosed for this purpose. Payment by credit card in the amount of \$ (Form PTO-2038 is attached). The Director is hereby authorized to charge payment of any additional filing fees required under 37 CFR § 1.16 and any patent application processing fees under 37 CFR § 1.17 associated with this paper (including any extension fee required to ensure that this paper is timely filed), or to credit any overpayment, to Deposi Account No. 23-1925. Respectfully submitted, March 3, 2005	Indep.			Minus			x 100=	=		x \$200=		
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March 3, 2005 James Navalte		and any pa extension f	tent appli ee requir	ication ped to e	processing fees und	der 37 CFI er is timel	R § 1.17 a ly filed), o	associated or to credit	with	this pape	er (including	g any
						Respe	ectfully,sub	omitted,		-	,	
	Mar	ch 3. 2005				James Naughter						
Date James P. Naughton (Reg. No. 30,665)	Date					Jame	s P/Naug	hton (Reg. I	Vo. 3	0.665)		_

I hereby certify that this correspondence is being deposited with the United States Postal Service, with sufficient postage, as first class mail in an envelope addressed to:

postage, as first class mail in an envelope ad
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Commissioner for Patents
P.O. Box 1450
Alexandra, VA 22313-1450
on March 3, 2005
Date of Deposit

James P. Naughton, Reg. No. 30,665

Name of applicant, assignee or Registered Representative

Signature

March 3, 2005

Date of Signature

Our Case No. 9623/418

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:)		
Charles McElfresh et al.)		
Serial No.: 09/285,929)).		a a
Filing Date: April 2, 1999	j ^l	Examiner:	Sanjiv Shah
For: METHOD AND SYSTEM FOR OPTIMUM PLACEMENT OF ADVERTISEMENTS ON A WEB PAGE) (Group Art U	nit No.: 2176

SUBMISSION OF FORMAL DRAWINGS

Mail Stop: Issue Fee Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Dear Sir:

Applicants have enclosed one complete set (7 sheets) of formal drawings (Figures 1-6).

Respectfully submitted,

James P. Naughton

Registration No. 30,665 Attorney for Applicants

BRINKS HOFER GILSON & LIONE P.O. BOX 10395 CHICAGO, ILLINOIS 60610 (312) 321-4200